



Bally's Corporation Launches Bally Play in Partnership with Ruby Seven Studios

PROVIDENCE, R.I.-- June 4, 2024 – Bally's Corporation (NYSE: BALY), a global casino-entertainment company with a growing omni-channel presence, has partnered with leading social casino gaming company Ruby Seven Studios to launch Bally Play, a new free-to-play online social casino in North America.

Bally Play offers an innovative and engaging free-to-play online casino experience for Bally's patrons. It features a wide variety of exciting games, including slots, table games, Keno, Bingo and Video Poker from providers such as IGT, Aruze, High 5 Games, Everi, Konami, BluBeri, Gaming Arts and many others.



Bally Play offers players the opportunity for endless hours of entertainment by exploring over 150 popular casino games, including games such as Wheel of Fortune, Double DaVinci Diamonds, Wolf Run Eclipse, Flaming Chilies, Sweet Spin, Devil's Lock and Rakin' Bacon.

“As part of our growth strategy, we have been seeking to complement our brick-and-mortar and interactive gaming offerings with a social casino,” said Sina Miri, Chief Product Officer of Bally's Corporation “Working with Ruby Seven Studios has allowed us to create a unique, best-in-class social casino experience for our existing players and can help us attract new players.”

“Ruby Seven Studios is excited to add Bally's Corporation to our growing portfolio of leading gaming companies leveraging our social casino development and operational expertise,” said Michael Carpenter, CEO of Ruby Seven Studios.

The new Bally Play free-to-play gaming experience is available on Apple's App Store, GooglePlay Store as well as online at www.ballyplay.com.

About Bally's Corporation

Bally's Corporation is a global casino-entertainment company with a growing omni-channel presence. It currently owns and manages 15 casinos across 10 states, a golf course in New York, a horse racetrack in Colorado, and has access to OSB licenses in 18 states. It also owns Bally's Interactive International, formerly Gamesys Group, a leading, global, online gaming operator, Bally Bet, a first-in-class sports betting platform, and Bally Casino, a growing iCasino platform.

With 9,900 employees, the Company's casino operations include approximately 15,000 slot machines, 550 table games and 3,900 hotel rooms. Upon completing the construction of a permanent casino facility in Chicago, IL, and a land-based casino near the Nittany Mall in State College, PA, Bally's will own and/or manage 16 casinos across 11 states. Bally's also has rights to developable land in Las Vegas post the closure of the Tropicana. Its shares trade on the New York Stock Exchange under the ticker symbol "BALY".

About Ruby Seven Studios

Ruby Seven Studios is an award-winning, B2B social casino provider to land-based casinos. Our team's mission is to surprise and delight online players by creating the world's best gaming experiences. We focus on bringing dynamic and compelling casino game content through engaging, free-to-play casino gaming apps and websites. Ruby Seven Studios bridges the gap between land-based casinos, online casinos and social casino gaming apps through key partnerships that include Foxwoods Resort Casino, Mystic Lake Casino Hotel, Pechanga Resort & Casino, Delaware North Gaming, Affinity Interactive, Prairie Band Casino & Resort, Fantasy Springs Casino, Chumash Casino Resort, Prairie Band, Lake of the Torches Casino, and Choctaw Casinos & Resorts. With more than 180 employees worldwide, Ruby Seven Studios has created more than 60 titles for Apple, GooglePlay, Amazon Kindle, Facebook and web platforms. To learn more about Ruby Seven Studios, please visit www.rubyseven.com.

Bally Play is a free-to-play social game only intended for entertainment purposes. While you can make in-app purchases to enhance the overall gaming experience, there is no chance of winning actual money.